

80216

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Bruce A. Fogelson Art Unit: 3688

Serial No.: 09/885,970

Filed: June 21, 2001

For: METHOD AND SYSTEM FOR
CREATING ADVERTISING BOOKS

Attorney

Docket No.: 80216

DECLARATION OF Andrea Jackson

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

I, Andrea Jackson, make the following statements based upon my own personal knowledge and experience.

- (1) I have received a B.A. Degree in Visual Communication from Truman State University in Kirksville, MO on 5/10/2006
- (2) I am currently employed by Paramount Homes, ZMA, Inc. and AdBook LLC and related companies associated with Bruce A. Fogelson, and have been so employed since 2008. I am a part-time employee.
- (3) I have career experience in Web Development, Web and Graphic Design, Photography, and Project Management.
- (4) I am not a professional in the area of social networking but am involved in and have partaken in social networking. One example is Facebook.com of which I am a member and understand the "user" connection to other "users" in a relevant manner. Sites similar to this (My Space and Twitter)

carry a social networking structure as well. Not only are you an individual who can simply be "friends" with other individuals, you can become a member of a group, friends with a group, start a group that is friends with other groups, etc. Thus linking all of the individuals, groups, group's members, etc. together whether directly or indirectly and increasing your social network.

- (5) In regards to the social networking aspect that "AdBook" entails it is described below and specifics include Exhibit A, B, and C for reference. As "AdBooks" are produced by non-profit organizations, the goal of an "AdBook" is that of a fundraiser. Fundraisers are typically targeted toward specific people related to the members of the group . This consists of the individuals, groups/subgroups, friend, family, co-worker, member, sponsor/supporter/sympathizer, vendor and/or advertiser for commercial purposes. From this we have developed a social Networking diagram listed as Exhibit A and the foundation for it as Exhibit C.
- (6) In addition to the social network diagram and ideology the need to link all donors, friends/family, etc into an organized format online is addressed in the AdBook Administrator. The need for this connection and compilation of all donors is necessary for the storage and production of the "AdBook" per the payment information and the personal data. The AdBook chairman will have the ability to add, edit, delete, and reorganize the ads received then submit the sum to print. The AdBook Administrator must also be able to compile all of the donor information into our online tool in order to aid in "AdBook" fundraising during the coming years. The chairperson of the specific group may then be able to track where the donors are coming from and thus target lesser groups the future. The donor information must be safely stored in the AdBook Administrators page both for the current donation and for future correspondence regarding continued donations, future donations, group updates/newsletter, receipts, confirmation emails, etc.

(7) Until AdBookOnline.com the method for creating and producing "AdBooks" has been completely manual, long and tedious. The AdBook Administrator cuts the cost, time, and work that go into the fundraising tool termed "AdBook". Everything from the initial form, storage, credit card processing, etc. would be managed in the AdBook Administrator making it as simple as possible for the AdBook chairman to create an "AdBook" from start to finish. AdBookOnline.com is, in simple terms, "connecting the dots" between the donor and group. From the initial filling out of the form via social networking to the completed and printed "AdBook", AdBookOnline.com is a method developed to make this fundraising tool a lot easier for participating groups. (See Exhibit D for home page of AdBookOnline.com)

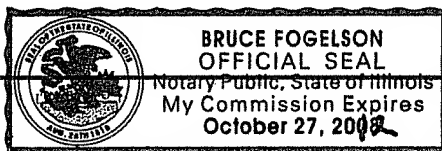
I hereby make this DECLARATION as an individual with my own personal knowledge and opinion, and not on behalf of any group, employer or organization. With this DECLARATION I do not endorse any product or service.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Date: 3-10-09

Andrea Jackson
Affiant Andrea Jackson

Notary Public:



3/10/09
#519 621 [Signature]

Ad Book

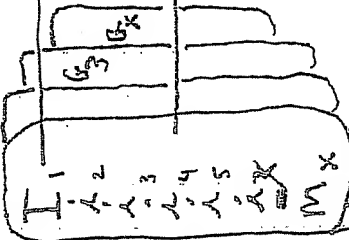
ON LINE

"Donor-Advertisers" Source

& Social Networking Example Exhibit A
See Special Electronic Form 3-10-09 AS

Ad Book

ADVERTISER



$I_1, I_2, I_3, I_4, I_5, I_x, M_x$ — F_{r1}, F_{r2}, F_{rx} — F_{a1}, F_{a2}, F_{ax} — C_{w1}, C_{wx}

$F_{a1}, F_{a2}, F_{r1}, F_{r2}$

f_{r1}, f_{r2}, f_{rx}

L_{fa1}

L_{fa1}, f_{a2}, f_{ax}

f_{r1}

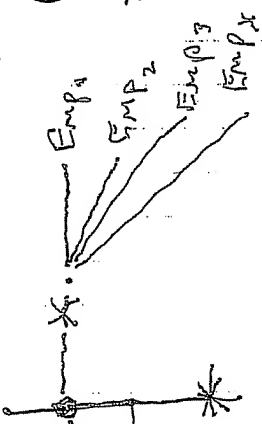
M_1, M_2, M_3, M_x — S_1, S_2, S_3, S_x — I_1, I_2 — G_2, G_x

S_1, S_2, S_3, S_x

V_1, V_2, V_3, V_x — V_1, V_2

A_1, A_2, A_3

(Most Rare, Not the Majority)



(Least Likely to Ask further on Forward) the Request * Except for "Matching Gift Program" At Some (Firms)

Exception -
Matching Gift Program

Note - Only An Encrypted Electronic Form Could Track

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Bruce Fogelson

Ad Book On Line Administrator Exhibit A

(SEE ALSO AD BOOK ON

Printers to
 Compile &
 Print "Ad-Books"
 And Shipping to
 Send Ad Books To
 Group or Event
 - AND/OR -
 On-Line Webhost
 "Publishing" or
 Hosting of A
 Virtual "Ad Book"
 OR Event Info

Local or NATIONAL

Computer to send
 Return Messages
 • Thank you
 • Give more
 • Give AGAIN
 • Tax-Charity Receipt
 • Confirmation
 • etc
 • event Dates

Bank or Payment
 processor for
 donations or
 future Billing
 AND LATER
 PAYMENT
 ALSO Accounting

BANK #2
 ACCOUNTING #2

Secure
 Electronic
 Form of
 Group X
 Contact
 Info
 "Ad" or
 Message
 Credit
 Card or
 Payment
 Other

Special Encryption
 For Tracking in
 Parts and Whole

G1_{data}
 G1
 M1
 M2
 Mx
 Vx
 Sx
 E_{MP}
 Ax
 G_Y
 F_R
 I_x
 etc.

G2
 G3

3-10-09 AJ

3-10-09
 Bruce CCS
 foye/son

Exhibit C - Social networking / group interactive geometric relationship formulas in the fashion of a math algorithm.

BAF - Web Note;

X or x = plurality or "x number" more...
I or i = individual primary or secondary individual
G or g = group or sub-group
Fr or fr = friend of I, i or G, g
Fa or fa = family of I, i or Fr. or fr.
Cw or cw = co-worker of I, i or G or g or Fr or fr or Fa or fa.
M or m = member or group member of G or g.
S or s = sponsor, supporter or sympathizer of G or g.
V or v = vendor of G or g or M or m or Fr or fr or Fa or fa or CW or cw.
Emp. = Employee of a Group
A or a = Advertiser for commercial purposes only, none of the above as strictly based on circulation or market-value ad rates for similar or comparable media.

I, Ix

G1, G2, G3, Gx....
G1 i1, G1 i2, G1 i3 G1 ix ...
G1 ix's Fr1, G1 ix's Fr2....
G1 ix's Fr2's fr1, G1 ix's FrX's Frx....
Glix's Fr3's Fax....
G1M1, G1M2, G1M3, G1Mx...
G1M1's Fr1, G1M1's Frx...
G1M1's Fa1, G1M1'sFax....
G1M1's S1, G1M1's Sx....
G1M1's V1, G1M1's Vx.....
G1's S1, G1's S2, G1's Sx....
G1's V1, G1'sV2, G1's Vx....

A1, A2, Ax...

G2 G2i1, G2i2, G2ix
G3, G3i1, G3i2, G3i3, G3ix

C C) 2000
Bruce Fogelson

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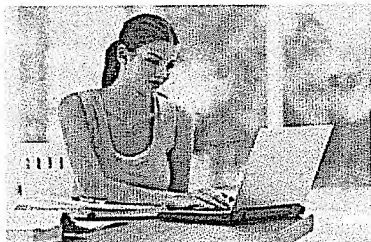
AdBookOnline.com™



AdBookOnline.com is your AdBook Assistant online.(sm)
Administrator from Forms to Fundraising for your Group or Organization

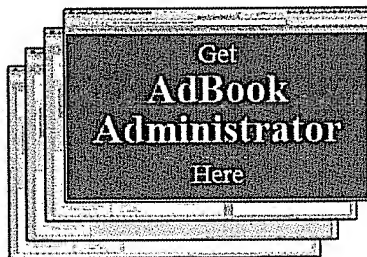
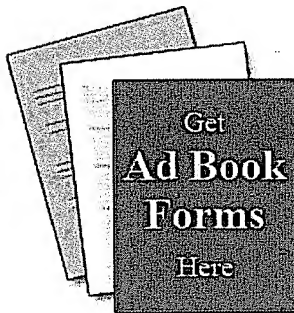
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With Ad Book On Line creating an Ad Book relatively simple. For organizations developing the Ad Book, we offer great tools for managing Ad Books.

MISSION STATEMENT



Recognizing the benefits of not-for-profit groups, professionals, associations and organizations and associations to gather together as peers and represent them individually but with the tools to help them with their mission to promote, practice and police our Ad-Book services and related industry. MORE...

AdBook Online helps many different groups, each in its own way and all strictly confidential, private and safe.

The ABC's of AdBookOnline Include...

-Assistant -Bookkeeper -Copywriter -Distributor -Electronic transfer
-Financial coordinator -Gift (Giver & Getter) -Homepage -Internet...

School Ad Book Groups

- School Clubs
- Elementary through High School
- College or University
- Fraternity or Sorority

Sport Ad Book Groups

- Baseball Teams
- Football Teams
- Soccer Teams
- Basketball Teams

Religious Ad Book Groups

- Church or Synagogue
- Sunday School
- Youth Group
- Outreach Programs

Community Ad Book Groups

- Boys and Girls club
- Girl and Boy Scouts
- Humane Shelter

AdBookOnline.com is in the On Line Assistant family of sites including:
www.OLAllc.com - www.BuilderOnlineAssistant.com - www.HomeBuilderShowroom.com

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